

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

Inventors:	Emily Chien, et al.	Docket No.	40655.1300
Serial No.:	09/834,478	Filing Date:	April 13, 2001
Group Art Unit:	3689	Examiner:	Dennis William Ruhl
Title:	A SYSTEM AND METHOD FOR USING LOYALTY POINTS	Confirmation No.:	2560

AMENDMENT AND REPLY

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

In reply to the Office Action mailed on November 15, 2010, of which this Reply is filed within three (3) months, please consider the following remarks and amendments.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 21 of this paper.